



**GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)
FSC Group: 541
Contract Number: GS-10F-047CA
Contract Period: January 28, 2015 to January 27, 2020

For more information on ordering from Federal Supply Schedules click on the **GSA Schedules link** at www.gsa.gov

Contractor:
Roger Christian & Co., Inc.
8035 Broadway
San Antonio, TX 78209
Phone number: 810-829-1953
Fax number: 210-829-1973
www.rc-co.com

Contractor's Administration Source:
Karen Cook

Business Size:
Small Business
Woman Owned Business

Each day brings a blank piece of paper. Filling it with a big idea is what we're about. The idea is the heart and soul of everything that we do. We deliver messages focused on realistic benefits presented in new and arresting ways. Boring people into getting your message just doesn't work. And neither does standing out just to stand out. Without targeted cleverness and creativity, you have messages that go unnoticed. There are many creative agencies. Our approach is what sets us apart. We choose to be small because it allows us clarity and quickness and an unobstructed path to the good idea. And we pride ourselves on understanding our clients; who they are and what they want to say. We hand pick our people and grow our talent making our staff the perfect blend of seasoned veterans, complemented by the young and energetic. With integrity, honesty and an unfaltering belief in the good idea, no matter if it's a TV spot, a web design or a news conference—we make sure it's creative and unique.

CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

| SIN | DESCRIPTION |
|------------|--|
| 541 4B | Video/Film Production |
| 541 4F | Commercial Art and Graphic Design Services |

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A

1c. HOURLY RATES: See page 4

2. MAXIMUM ORDER*: \$1,000,000

*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: 48 contiguous states, Alaska, Hawaii, Washington D.C., Puerto Rico, U.S. Territories, and to a port or consolidation point within the aforementioned locations for orders that are received from overseas activities.

5. POINT(S) OF PRODUCTION: 8035 Broadway San Antonio, TX 78209

6. DISCOUNT FROM LIST PRICES: Prices shown are GSA Net, discount deducted.

7. QUANTITY DISCOUNT(S): 1% for sales over \$100,000

8. PROMPT PAYMENT TERMS: Net 30 days

9a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9b. Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: N/A

11a. TIME OF DELIVERY: Determined on task order level

11b. EXPEDITED DELIVERY: Contact contractor

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact contractor

11d. URGENT REQUIRMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination

13a. ORDERING ADDRESS: 8035 Broadway San Antonio, TX 78209

- 13b. ORDERING PROCEDURES: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3**
- 14. PAYMENT ADDRESS: 8035 Broadway San Antonio, TX 78209**
- 15. WARRANTY PROVISION: N/A**
- 16. EXPORT PACKING CHARGES: N/A**
- 17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE: N/A**
- 18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A**
- 19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A**
- 20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A**
- 20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A**
- 21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A**
- 22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A**
- 23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A**
- 24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A**
- 24b. Section 508 Compliance for EIT: N/A**
- 25. DUNS NUMBER: 031992373**
- 26. Contractor has an active registration in the SAM database.**

GSA Pricing

| SIN(s) | Service | GSA Price |
|----------------|---------------------------------------|-----------|
| 541 4B; 541 4F | Creative Development | \$192.70 |
| 541 4B | Studio Supervision | \$192.70 |
| 541 4B; 541 4F | Account Supervision | \$128.46 |
| 541 4B; 541 4F | Art Direction | \$115.62 |
| 541 4F | Graphic Production | \$77.08 |
| 541 4B; 541 4F | Public Relation Services (Director) | \$115.62 |
| 541 4B; 541 4F | Public Relation Services (Specialist) | \$85.64 |
| 541 4B; 541 4F | Interactive Services | \$128.46 |

| SCA Eligible Contract Labor Category | SCA Equivalent Code and Title | WD Number |
|--------------------------------------|-------------------------------|-----------|
| Creative Development | 13043- Illustrator III | 2005-2521 |
| Studio Supervision | 13042- Illustrator II | 2005-2521 |
| Art Direction | 13042- Illustrator II | 2005-2521 |
| Graphic Production | 15080- Graphic Artist | 2005-2521 |
| Interactive Services | 14072- Computer Programmer II | 2005-2521 |

“The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.”

Job Descriptions

| Service | Detailed Position Description and Functional Responsibilities | Minimum Education | Minimum Years of Experience |
|----------------------|---|-------------------|-----------------------------|
| Creative Development | Oversight and development of all creative products, both design and copy produced by the agency. Designs and provides concepts for projects/campaigns to meet approved strategic marketing objects. Supervision and quality control of all products produced by the creative staff. Additionally responsible for keeping the creative assignments on target to accomplishing stated goals and objectives, dispersing creative assignments to various creative teams, managing project budgets and timelines as they relate to assigned creative projects. | Bachelor's Degree | 8 years |
| Studio Supervision | Overseeing all studio production work involving the creative products produced by the agency including television, radio, photography, illustration, etc. Final “in-studio” production requires the supervision and direction of the agency creative director, art director and/or account supervisor. They ensure that the quality standards and creative integrity of the finished creative product are met by the creative production staff. | Bachelor's Degree | 5 years |
| Account Supervision | Planning, organizing, implementing and managing all aspects of a client’s marketing, advertising and public relations program, including overall operational planning and the daily implementation of the associated programs that make up the overall plan. Has primary contact with the client or assigned marketing director. Manage, review and oversee annualized budget, as well as negotiates and executes all client agreements in a timely manner. Assess the effectiveness of the marketing program and oversee any necessary research needed to develop an effective program. At program’s end, re-directs program strategy to achieve maximum effectiveness. | Bachelor's Degree | 8 years |
| Art Direction | Responsible to conceptualize the advertising projects assigned to him/her and develop innovative solutions that meet the stated objectives and goals of the overall advertising program. Designs print ads, brochures, booklets, flier, TV commercials, billboards, interactive/web ads and more. Selects design elements, papers, vendors, models, freelancers, broadcast talent and any other outside sources. Art directs videos, photo sessions, audio tapings, press-proofing, etc. Responsible, as well, for managing the assigned creative budget given the project and guiding others assigned to help him accomplish his vision creatively and within the assigned timeline. | Bachelor's Degree | 5 years |
| Graphic Production | Designs and creates and artistic materials for projects using the latest graphic design software programs. Knows how to design to specific standards and coordinate with GPO printers. | Associates Degree | 3 years |

| | | | |
|---------------------------------------|--|-------------------|---------|
| Public Relation Services (Director) | Plans and directs public relations programs designed to create and maintain a favorable public image for clients. Responsibilities include interpreting the client's strategic marketing plan through public relations and publicity efforts, through issuing press releases, holding press conferences and placing feature stories, technical articles or position papers, among other methods. Has responsibility for conceiving and recommending strategies and publicity tactics for all public relations clients. In addition the director shall manage and perform if necessary all responsibilities of the Public Relations Services Specialist. | Bachelor's Degree | 5 years |
| Public Relation Services (Specialist) | Develop and implement public relations plans designed to achieve specific goals as set forth in that plan including press releases, holding press conferences, and placing feature stories or technical articles. Managing the plan, stewarding the budget and staying on task to achieve plan timelines are key for the positions success. Develop and maintain positive working relationships with the media, creates PR opportunities for multiple media platforms (web, print, radio, TV, etc.), as well as monitoring and tracking media exposure that features the client. Those exposures are monitored in order to measure the success of the programs effort. PR Services prepares/manages crisis communication activities when and if they occur and seeks strategic speaking and conference opportunities to enhance client visibility. Explores and develops social media outreach strategies. Additionally, PR Services assesses the effectiveness (in conjunction with the client) of the plan for the purpose of making necessary adjustments, revisions and or re-directing strategy as appropriate. | Bachelor's Degree | 3 years |
| Interactive Services | Developing, programming, hosting and maintaining client web sites. These activities include everything associated with creating web sites from scratch to the on-going maintenance and structured changes that occur, and, as dictated by the marketing objectives and strategic goals associated with the site. Interactive Services works with the creative group, who designs the site under the guidance of the marketing goals and ultimately IS programs both “front end” graphic design build, as well as the “back end” programming build. Interactive Services is responsible for beta testing of the site to ensure accuracy and functionality as well as running on-going monthly stats on the site to keep agency and client abreast of site traffic in order to determine its measured success. | Bachelor's Degree | 3 years |